

Carolyn Ingram Seitz
& Associates

January 22, 2014

Honorable Members, Design Control Board
County of Los Angeles
Department of Beaches and Harbors
13837 Fiji Way
Marina del Rey, California 90292

RE: WHISKEY RED'S – RESPONSE TO COMMENTS
Rebranding, Addition of Glass Windscreen, New
Signage, Addition of Canopies/Sunshades,
Updated Patio Lighting and Landscape Replacements

Honorable Board Members:

The purpose of this letter is to provide information about the ways Specialty Restaurants Corporation incorporated your comments about its proposed modifications, changes and/or upgrades to site features for what is now Whiskey Red's. We are also providing sign plan to provide a visual perspective of the new sign design and plans to show you where new planted pots and planters will be placed along the promenade, and a detail showing the planted pots with new azalea trees.

How we addressed your comments:

LIGHTING In response to your request to use some form of shield over the top of the market string lights Whiskey Red's is asking to incorporate into the outdoor patio areas, they will use standard discs on the top of each light to act as a shield keeping the light from shining up. These kinds of shields are commonly used with these lights.

SIGNAGE Related to the sign plan changes, the following modifications were made: For the front valet entrance sign near the valet, the word Whiskey was eliminated from the sign face and was converted to front let channel letters that will be mounted on top of the sign face. After sundown, the "Whiskey" letters and the sign face with the word "Reds" will be internally illuminated.

For the small monument signs at the parking entrance, an arrow for the direction to the parking lot was added. There are 2 arrow options that are presented for consideration and Board input.

LANDSCAPING In response to the expression of concern over existing landscaping that would be removed upon installation of the proposed new glass windscreen along the Promenade, a request was made to add more planted pots that would serve two purposes. One was to break up the perception of a long, flat expanse of glass wall by using some form of tree to provide vertical relief, and the other was a request that we use planted pots as a way to soften the overall look. To address these requests or comments, we are proposing to augment the three existing planted pots with one new terra cotta pot. All will be replanted or planted with Azalea trees and trailing plants. In addition, Whiskey Red's is proposing to use rectangular terra cotta planters which will be planted with small shrubs and trailing plants. These planters will be 4 feet in length.

Governmental Consulting Services / Planning & Zoning / Public Relations / Mediation

P.O. Box 265 / Altadena, CA 91003-0265 / Tel: (626) 345-1233 / Fax: (626) 345-1255 / E-mail: CMSeitz@mindspring.com

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Use of the round terra cotta pots and longer terra cotta rectangular planters should accomplish both objectives – providing visual relief as well as replacement for landscaping being removed, but will also still preserve the views of the water for restaurant patrons.

In addition to the plantings described above, the patio areas are also landscaped along the restaurant walls, and Patio 2 has 2 pots with Azalea trees on the inside of what will be the glass windscreen. These taller planters will remain in place.

The two patio areas along the Promenade are separated by a portion of the restaurant's dining room. The area between that portion of the building and the Promenade is also a planter. It's existing landscaping will be refreshed.

SUMMARY We hope the actions taken by Specialty Restaurants Corporation in support of the request for site changes to support the rebranding of Whiskey Red's will have addressed your requests and concerns.

If you have questions or comments, we would be happy to address them. If not, we respectfully request that you take your final action in support of the requested changes so we can move forward on the application required by the County Department of Regional Planning.

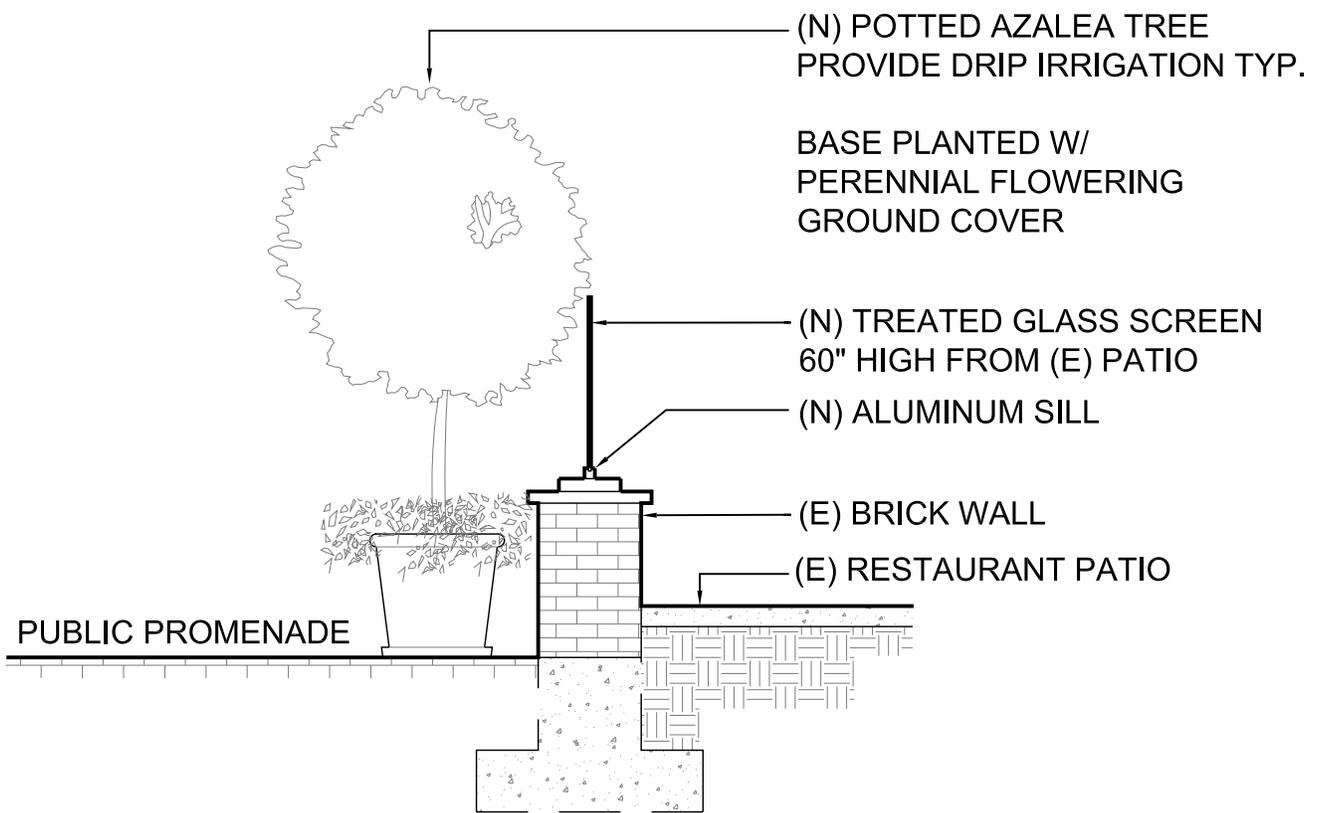
Thank you very much for your consideration.

Sincerely,



CAROLYN INGRAM SEITZ

CIS/dbm
Enclosures



SECTION A-A

NOT TO SCALE
NOT FOR CONSTRUCTION
FOR DESIGN APPEARANCE ONLY

WHISKEY RED'S RESTAURANT
13813 FIJI WAY, MARINA DEL REY, CALIFORNIA

SF CUSTOM SHAPED ILLUMINATED CABINET SIGN W/ CHANNEL LETTERS



4200 S. Lincoln Blvd.
Marina del Rey, Ca 90292
Phone: 310-577-0300
Fax: 310-577-0344

SPECIFICATIONS

RETURNS

- .040 Aluminum sign cabinet
w/ 5" depth/ LED lighting

FACES

- .040 Aluminum channel letters/LED'S
- Printed vinyl graphics
- mounted onto an existing
concrete monument sign

Project:

Specialty Restaurants Corp.
Bill Tallichet
Bus: 714-279-6130
btallichet@srcmail.com

Address:

8191 East Kaiser Blvd.
Anaheim, CA 92808

Dates / Revisions:

Completed on

▲ 10/23/13

▲ 11/21/13

- ▲
- ▲
- ▲
- ▲
- ▲

Scale: AS NOTED, ELSE N.T.S.

Designer: Lorraine Munro

Salesperson:

Approvals:

Client:

X _____

Architect:

X _____

Landlord:

X _____

Project Manager:

X _____

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4 of 4

Design file name:

Specialty Restaurants Corp.

← 30" →



29.25"



PROPOSED

NIGHTVIEW



EXISTING



Signature for Approval _____

A B

SF NON- ILLUMINATED WOOD PARKING ENTRY SIGN W/ ARROW & PRINTED GRAPHICS



4200 S. Lincoln Blvd.
Marina del Rey, Ca 90292
Phone: 310-577-0300
Fax: 310-577-0344

SPECIFICATIONS

RETURNS

- 1/2" MDF Wood

FACES

- 1/2" MDF Wood w/arrow at bottom
- Printed vinyl graphics
- mounted onto an existing concrete monument sign

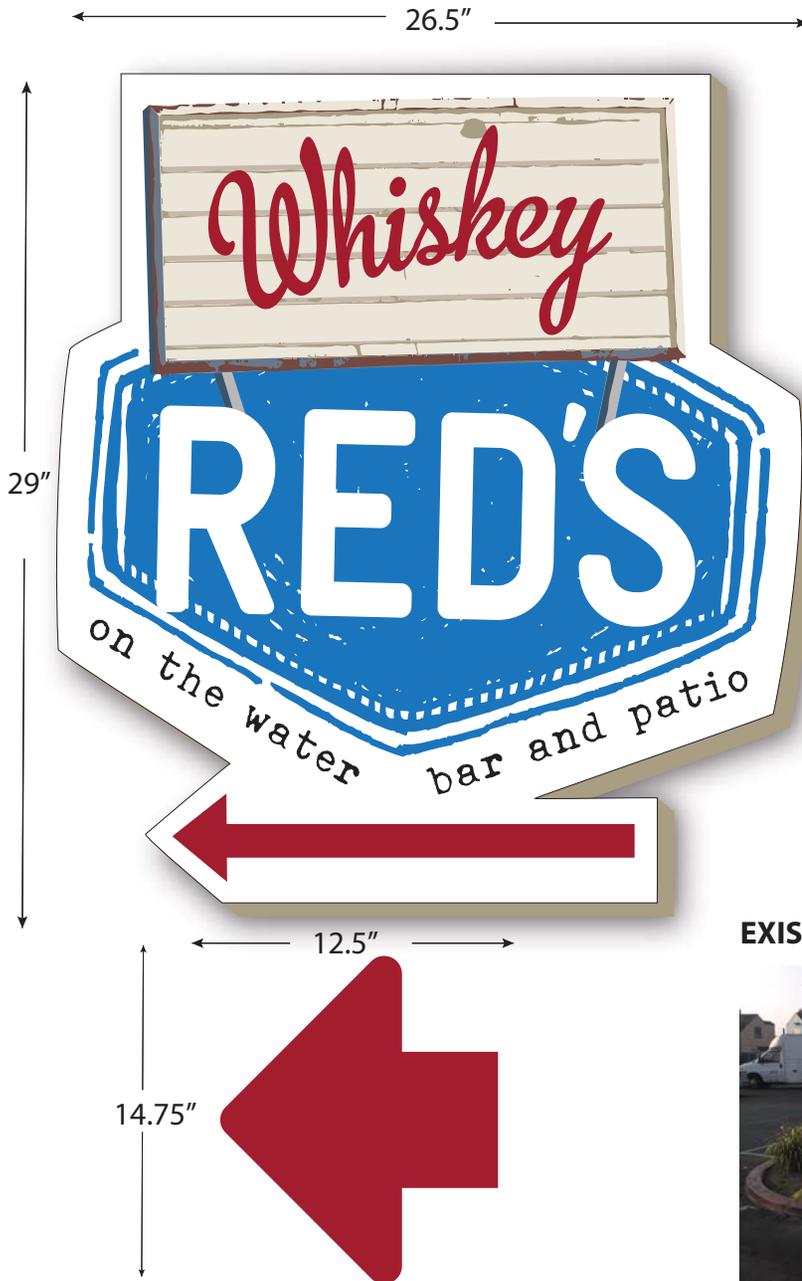
OPTION B



OPTION A



EXISTING



Signature for Approval _____

A B

Project:
Specialty Restaurants Corp.
Bill Tallichet
Bus: 714-279-6130
btallichet@srcmail.com

Address:
8191 East Kaiser Blvd.
Anaheim, CA 92808

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△	
△	
△	

Scale: AS NOTED, ELSE N.T.S.

Designer: **Lorraine Munro**

Salesperson:

Approvals:

Client: _____
X _____
Architect: _____
X _____
Landlord: _____
X _____
Project Manager: _____
X _____

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